REMARKS

A. Introduction

Claims 1-18 were presented for examination.

Claims 1-18 were rejected.

Claims 1-17 are amended.

B. Claim Rejections Under 35 U.S.C. § 102

Examiner continued the rejection of Claims 1, 16 and 18 under 35 U.S.C. § 102(a) as being anticipated by U.S. Patent No. 6,458,388 to Genis et al (Genis). In a telephone interview with Examiner on January 27, 2005, Examiner told the undersigned attorney that the Genis patent would be removed as a reference if Claim 1 and all dependent claims therefrom were amended to clarify the non-aqueous or anhydrous nature of the present composition. Pending Claims 1-17 have been amended to clarify this novel feature of the present invention. In light of these amendments, Claims 1, 16 and 18 should be allowable. An affidavit under Rule 132 has been provided to confirm the clear distinction between aqueous and non-aqueous compositions in this field. Furthermore, the inventors have provided experimental data for their experiments in this area.

C. Claim Rejections Under 35 U.S.C. § 103

Examiner continued the rejection of Claims 11, 12, 14 and 15 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,458,388 to Genis et al (Genis) in view of EP 1074245 (EP '245). In addition, Examiner continued the rejection of Claims 2-10, 13, and 17 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,458,388 to Genis et al (Genis) and EP 1074245 (EP '245) in view of U.S. Patent No. 5,997,889 to Durr (Durr).

As noted concerning the Section 102 claim rejections, appropriate amendments were made to the claims as recommended by the Examiner to remove Genis as a reference against the claims of the present invention. Furthermore, in the telephone interview with the Examiner on January 27, 2005, Examiner told the undersigned attorney that the EP '245 patent would be removed as a referenced if it was clarified that the 50% of Dead Sea minerals was by weight of the total composition. Therefore, appropriate amendments have been made to Claim 1. These amendments apply to each of the dependent claims as well. In light of these amendments, Claims 1-18 should be allowable.

Conclusion

In view of the above, the Applicant submits that Claims 1-18 are in condition for allowance. Applicant respectfully requests reconsideration and withdrawal of the rejections. Allowance of Claims 1-18 at an early date is solicited.

If the Examiner still finds impediments to allowance of Claims 1-18 and, in the opinion of the Examiner, a telephone conference between the undersigned and the Examiner would help remove such impediments, the undersigned respectfully requests such a telephone conference.

Respectfully submitted,

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Made in the United States of America

INGREDIENT Experiment % Ultra Fine Dead Sea Minerals* 30.0 Palm oil 25.0 Soy Bean oil 17.0 Olive oil 14.0	t 01				
		Experiment 02	Experiment 03	Experiment 04	Experiment 05
		%	%	%	%
		40.0	45.0	50.0	55.0
		29.0	25.0	25.0	21.0
-		12	14	10	9.0
		6.0	5.0	5.0	5.0
		3.5	3.0	3.0	3.0
Beeswax 5.0		4.5	4.0	3.0	3.0
Jojoba wax Peg 120		1.0	1.0	1.0	1.0
Cashew husk oil ethoxylate 1.0		1.0	1.0	1.0	1.0
Coconut oil 1.0		1.0	1.0	1.0	1.0
Vitamin E oil (d alpha tocopherols) .10		.10	.10	.10	.10
Vitamin E oil (mixed tocopherols) .05		.05	.05	.05	.05
Rosewood oil .34		.39	.44	.44	.44
Lavender oil		.29	.34	.34	.34
Chamomile oil .30		.20	.20	.20	.20
Calendula oil .12		.12	.02	.02	.02
RESULTS Oily feel. Nice	I. Nice	Oily feel.	Decent feel,	Decent feel.	Unacceptable
		Improved scent.	Excellent scent.	Excellent scent.	feel. Excellent
٠	ptable	Unacceptable	Slight separation	Remains in	scent. Remains in
	ance.	appearance.	in suspension.	suspension with	suspension with
processed offer rine Dead Sea Minerals Will Questionable produce exceptional ointments. Unlimited	nable	Questionable	Slight over thick.	slight separation.	no separation but
products can be made accordingly. Previous	Immediate effect	Suspension: Immediate effect	on skin is not as	thickness.	much salts for
	is not as	on skin is not as	intended with oily	Immediate effect	feel. Immediate
unacceptable results. Conclusion: Native intended. Dead Sea Minerals must be processed into	ط .	intended.	residue feel.	on skin is near	effect on skin is
rities	ant	Significant	Increase salts to	intended with	not as intended.
of 100% less than 1mm*, in order for unpleasant (formulation to remain in suspension and	ant feel	unpleasant feel	target level 50 %	very slight	Lower salts level
achieve maximum benefit for consumer as a ster use.	 	after use.	next.	residue feel.	4 % in next test

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	Date: 01.12.01	Date: 01.15.01	Date: 01.16.01	Date: 01.17.01	Date: 01.18.01
INGREDIENT	Experiment 06	Experiment 07	Experiment 08	Experiment 09	Experiment 10
	%	%	%	%	%
Ultra Fine Dead Sea Minerals*	51.0	51.0	51.0	51.0	51.0
Palm oil	25.0	25.0	25.0	25.0	25.0
Soy Bean oil	6.0	6.5	8.0	8.5	9.0
Olive oil	6.0	0.9	5.0	5.0	5.0
Jojoba oil	3.0	3.0	3.0	3.0	3.0
Beeswax	5.0	4.5	4.0	3.5	3.0
Jojoba wax Peg 120	1.0	1.0	1.0	1.0	1.0
Cashew husk oil ethoxylate	1.0	1.0	1.0	1.0	1.0
Coconut oil	1.0	1.0	1.0	1.0	1.0
Vitamin E oil (d alpha tocopherols)	.10	.10	.10	.10	.10
Vitamin E oil (mixed tocopherols)	.05	.05	.05	.05	.05
Rosewood oil	.44	.44	.44	.44	.44
Lavender oil	.34	.34	.34	.34	.34
Chamomile oil	.20	.20	.20	.20	.20
Calendula oil	.02	.02	.02	.02	.02
RESULTS	Decent feel.	Decent feel.	Excellent feel,	Excellent feel,	Excellent feel,
Note: Experiments conducted under optimal	Excellent scent	Excellent scent	scent and	scent and	scent and
equipment. This first formula intended for	and appearance.	and appearance.	appearance.	appearance.	appearance.
use as scrubs. Utilizing even finer version of	Remains in	Remains in	Remains in	Remains in	Remains in
processed Out's rine Dead Sea Minerals Will produce exceptional ointments. Unlimited	suspension with	suspension with	suspension with	suspension with	suspension with
products can be made accordingly. Previous experiments conducted with native Dead Sea	Slight over thick.	Slight over thick.	Slight over thick.	Ideal thickness.	Ideal thickness.
Minerals (un-processed) yielded sub par &	Immediate effect	Immediate effect	Immediate effect	Immediate effect	Immediate effect
unacceptable results. Conclusion : Native Dead Sea Minerals must be processed into	on skin is almost	on skin is as	on skin is as	on skin is as	on skin is as
Ultra Fine and extra Ultra Fine granularities	as intended with	intended with	intended with	intended with	intended. No
formulation to remain in suspension and	siignt residue.	siignt residue.	very slight residue	very slight	residue.
achieve maximum benefit for consumer as intended with proper feel and effectiveness.))))		FOR
					PRODUCTION.

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